

Region 9 Update on Explorer Program
News from Nancy Fitzgerald #223
Nefitzge6@gmail.com
281-739-5701

Region 9 Members,

I have received several questions from members on the Explorer program so here is an update with additional information on the initiative undertaken through the partnership of Airstream, Inc. and Airstream Club. To assist those who purchase a new Airstream, Airstream, Inc. approached all dealerships with an offer to pay for a 1-year membership to WBCCI in the hopes that new Airstream owners would explore different local clubs and take time to find a "tribe." This special deal means the new owner enrolls as a Member-at-Large with WBCCI. Once that happens, Tracy Elkins, our Region 9 First VP, along with Michelle Wright, our Membership Chair, contacts each new MAL member and supplies information about our Region and local clubs. What I am asking you to do as representatives of your local club is to let new Airstream owners know about this opportunity of a 1-year membership and encourage all you meet to enjoy the adventure of visiting as many of our local clubs as necessary. It is natural for us to want to steer potential members to our specific club. But try not to rob new owners when you meet them of the opportunity to meet as many members as possible. Airstream Club collects as much data as possible from our MAL members to get a sense of need and concern. The Explorer program opened August 2023 and the count so far is approximately 130 new owners enrolled. Region 9 has welcomed 9 new Airstream owners so far. Take the time to make sure a new Airstream owner has the information needed and encourage owners to explore as many clubs as possible. We have 10 fabulous clubs across Texas and Oklahoma.

The Region 9 team is working with our two Airstream Parks to host at least two Airstream Clinics – one in spring and one in fall. We are working with dealerships to advertise the clinics and all our local clubs via brochures and letters and phone calls. We hope to reach out to those new to Airstreaming as well as new Airstream owners. These clinics will need experts to present so please let the Region or your local club leader know you want to help with presentation expertise. We welcome all who want to help with the hosting.

One last thing – the Region has many avenues of reaching out to those who ask for information about local clubs. Our Facebook page is a huge success with over 500 members connected. When you see a welcome to a new member on the Region 9 Facebook page, that means welcome to the Facebook connection for Region 9 events. It does not reference the Explorer program. However, we do reach out in private messages to those who ask for information about local clubs letting them know about the Explorer program and free 1- year membership opportunity.

Hope this helps with understanding the Explorer program and how the Region is communicating with new members of Region 9 as well as current members.